



Since 1959, the Great Falls Advertising Federation (GFAF) has been committed to providing financial assistance to students in the development of post secondary skills in the fields of:

Arts

Marketing/Communications

GFAF provides the following scholarships:

Two \$2,000 scholarships to two **Montana High School Seniors**

See the high school ART Scholarship Criteria and Instructions

See the high school MARKETING/COMMUNICATIONS Scholarship Criteria and Instructions

See the High School Application Form

2009 Application Deadline:
February 27, 2009





Great Falls Advertising Federation High School ART Scholarship Application Criteria & Instructions

ELIGIBILITY CRITERIA

To be considered for a Great Falls Advertising Federation high school scholarship, the applicant must meet the following eligibility criteria:

1. Must be a high school senior and resident of Montana.
2. Must intend to pursue a career in **art or other related field**.
3. Must use the scholarship for post-secondary training/education in the areas identified above. Approval by the Great Falls Advertising Federation may be required.
4. Money will be awarded in two \$1,000 increments. The first \$1,000 will be disbursed in August 2009. The second \$1,000 will be disbursed in January 2010 after verification of a 2.5 GPA or certificate of completion in the post-secondary training/education. **Contacting the GFAF to coordinate receiving the second disbursement is your responsibility. You will not be contacted by the GFAF.**

SELECTION

A diverse committee of art professionals will select the scholarship winner. Entrants will be notified of the results in March 2009.

APPLICATION CHECKLIST: Materials **MUST** be in the following order. Any missing components or out of order materials may disqualify your entry.

1. **Format** – All written material must be submitted in a 3-ring, 1 inch, **black BINDER** with your name and address clearly indicated on the front of the binder.
2. **Cover letter** – Describe how the scholarship money will be used.
3. **High School Scholarship Application** – Complete and indicate whether you are applying for the Art Scholarship or the Marketing/Communication Scholarship.
4. **Resume** – Should include work experience, volunteer experience, extra curricular activities, honors and awards.
5. **Letters of recommendation** – Submit two: one must be from a school administrator or teacher; one from an employer or a community contact.
6. **Art Work Portfolio** - Must include ten color photographs or printed outputs showing examples of the applicant's work. All photographs or outputs must be labeled with artist's name and title of piece (if applicable) and must be inserted into plastic sleeves. No slides, CD's, DVD's or VHS tapes accepted. (For special request please contact the Ad Club)
7. **Return envelope** - Include a sufficiently sized self-addressed return envelope/package. The Great Falls Advertising Federation will pay the postage to return your materials.

Great Falls Advertising Federation High School **MARKETING/COMMUNICATIONS** Scholarship Application Criteria & Instructions

ELIGIBILITY CRITERIA

To be considered for a Great Falls Advertising Federation high school scholarship, the applicant must meet the following eligibility criteria:

1. Must be a high school senior and resident of Montana.
2. Must intend to pursue a career in **marketing, communications, advertising or other related field.**
3. Must use the scholarship for post-secondary training/education in the areas identified above. Approval by the Great Falls Advertising Federation may be required.
4. Money will be awarded in two \$1,000 increments. The first \$1,000 will be disbursed in August 2009. The second \$1,000 will be disbursed in January 2010 after verification of a 2.5 GPA or certificate of completion in the post-secondary training/education. **Contacting the GFAF to coordinate receiving the second disbursement is your responsibility. You will not be contacted by the GFAF.**

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2. **Cover letter** – Describe how the scholarship money will be used.
3. **High School Scholarship Application** – Complete and indicate whether you are applying for the Art Education Scholarship or the Marketing/Communications Scholarship.
4. **Resume** – Should include work experience, volunteer experience, extra curricular activities, honors and awards.
5. **Letters of recommendation** – Submit two: one must be from a school administrator or teacher; one from an employer or a community contact.
6. **Marketing plan** - Choose to base it on either:
 - a. an existing business or product, OR
 - b. an imaginary business or product.

Marketing plan must include:

Title page - Name of business/product, client and name of your marketing campaign.

Description of business/product for which the marketing campaign is being designed.

(assume the reader has no knowledge of your topic).

Provide the goal of the campaign and the estimated budget to achieve the goal. **BE REALISTIC.**

Describe the market area, target audience and possible competition.

List three marketing objectives your campaign will use to achieve the desired goal.

Submit a sample idea of a TV/Radio or Print Commercial.

Prints or DVDs please, no slides or VHS tapes accepted.

7. **Return envelope** - Include a sufficiently sized self-addressed return envelope/package. The Great Falls Advertising Federation will pay the postage to return your materials.



Great Falls Advertising Federation High School Scholarship Application

Name: _____

Phone: () _____ Email Address: _____

Address: _____ City, State, Zip _____

Montana High School attending: _____ US Citizen ☐ Yes ☐ No

Intended Post Secondary Field of Study: _____

Intended Name and Location of Post Secondary University/College/School:

Cumulative GPA from last completed Semester/Quarter: _____

_____ **Application for the Marketing/Communication Scholarship**

_____ **Application for the Art Scholarship**

Federal law requires the Great Falls Advertising Federation to obtain written permission from the awardees for the release of academic and biographical information to the scholarship donor and/or news media. By signing below, I agree that relevant information may be released. Furthermore, by signing below, I confirm the accuracy of the enclosed information and understand that any false or misleading statements may invalidate my application.

Signature: _____ Date: _____

Application Deadline: February 27, 2009

Your responses to the questions below are OPTIONAL. This information is collected for data tracking and analysis only. The answers you provide will not be used in the judging of this scholarship and will be kept strictly confidential.

Gender: ☐ Male ☐ Female

Race: ☐ Asian ☐ African American ☐ Caucasian ☐ Hispanic/Latino ☐ American Indian

Has either of your parents or guardian(s) ever COMPLETED a bachelor's degree? ☐ Unknown ☐ Yes ☐ No

Currently Employed: ☐ Yes ☐ No Hours worked per week: _____

How did you find out about this scholarship?: _____

Application Deadline: February 27, 2009

Contact Information:



Great Falls Advertising Federation

P.O. Box 634

Great Falls, MT 59403

Telephone: 406.761.6453

1.800.803.3351

Fax: 406.453.1128

Email: gfaf@gfaf.com



Scholarship Winners

ART SCHOLARSHIP

Tyler Murphy

MARKETING SCHOLARSHIP

Brad Groesbeck

Art Scholarship Winner

The Art Scholarship Winner will also receive a 5 week exhibition of their artwork at Paris Gibson Square Museum of Art in Great Falls, Montana.

Located in the historic Paris Gibson Square building near downtown Great Falls, the museum's six changing exhibition galleries feature outstanding and innovative Contemporary artwork by local, regional and nationally-recognized artists. As part of our mission to nurture artists of the region, Paris Gibson Square Museum of Art is especially pleased to offer exhibition space for graduating seniors planning to pursue a career in art.



Paris Gibson Square Museum of Art's Collector's Gallery.

Paris Gibson
Square
Museum of Art

Marketing/Communications Scholarship Winner

The Marketing/Communications Scholarship Winner will also receive a half day internship at Banik Communications and a half day at Lodestone Gallery & Design.

Special Advertising Section

Banik Communications: Big Ideas From A Big Sky Agency.

When Carl and Ronda Banik started Banik Creative Group they never dreamed it would become one of Montana's premier, full-service advertising, public relations and media placement firms. The 'Group' totaled four full-time employees when the name went up in 1990. Today, under a name change to reflect increased capabilities, Banik Communications employs 18 and has become a marketing force in the Northwest.

Montana state clientele include the Department of Transportation, Department of Labor and Industry, Department of Public Health and Human Services and work with Montana's American Indian tribes. Banik Communication's expertise in social marketing has become their niche. "It's rewarding to work for causes you believe in and for the people of Montana. When you've helped get drunk drivers off the roads and saved lives through seat belt and health promotion campaigns, it's easy to get excited about what we do," says Ronda Banik.

The lobby at Banik Communications displays over 100 local, regional and national awards for advertising



Carl and Ronda Banik,
founders of Banik Communications.



The new management team at Banik Communications (left to right)
Heather Burcham, Randi Szabo, Dan Perbil, Patti Nyman and Pat Doyle.

excellence and creativity. In 2004, Banik Communications became the first Montana agency to win Best of Show at the Northwest Region Ad Federation competition, which covers a five-state area. Creative Director Pat Doyle says, "Our success isn't based on awards—it's the achievement of measurable results for our clients. Big ideas produce great results."

Today, a team of hard-working, conscientious and talented professionals drives the agency with proven track records. "We've gathered some of the best talent from across the country to create a truly remarkable team," notes Ronda. With 18-plus experts—copywriters, art directors, broadcast producers, brand strategists and account directors, media, new media and public relations specialists—Banik Communications is poised for even further growth.

Recently, the agency implemented an employee stock ownership plan (ESOP). "We're very excited about what the coming years will hold for our clients and our employee owners," says President Carl Banik. "Employee ownership allows everyone in the agency to share in its success."

Banik Communications also excels in healthcare, financial and telecommunications marketing, with strong emphasis on brand management, integrated strategies and media placement. These areas of expertise, coupled with the agency's mantra of "Thinking Big" are helping the agency grow regionally.

With Big Sky Montana mentality, a talented staff and smart partnerships with their clients, Banik Communications is proving that it's not the size of your agency that matters, but the size of your ideas.

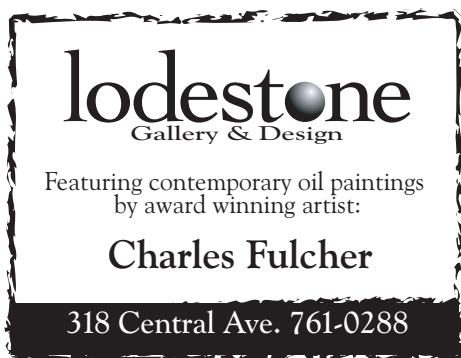
banik communications 

121 4th Street North • Great Falls, MT 59401 • 406-454-3422 • www.banik.com

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Marketing/Communications Scholarship Winner

The Marketing/Communications Scholarship Winner will also receive a half day internship at Banik Communications and a half day at Lodestone Gallery & Design.



Charles Fulcher enjoys the challenges of painting landscapes, flowers and still-lives. His paintings have been described as edgy, fresh and full of energy. He likes to paint in the classic Plein Air style, which allows him to capture the ever-changing light and shadows. Yet, he also enjoys the solitude and concentrated efforts of studio painting for his larger pieces. Charles starts all his paintings with a black canvas. He paints the negative area of the composition first. This allows him to paint the light in the painting. Then, the absence of color creates line and form. The imagery emerges from the canvas, and the composition begins to take shape. It is during this process that his style is defined. Charles believes that colors should be bright and dramatic. He wants the painting to come alive with bold hues and dramatic contrast.

Charles was inspired by many different artists throughout time, from the early impressionists like Van Gogh for his use of bold colors, and the Group of Seven (Canada) for their unique landscape compositions. He is also inspired by his contemporaries, such as Neil Patterson for his appreciation of the beauty of 100% color. Mostly, Charles was inspired to paint in this style because it was the way he felt most comfortable. Although his style was new and somewhat puzzling to many in his field, Charles was determined to follow his own compass as a painter: to blaze his own path and create his own style, unencumbered by any boundaries.

Charles Fulcher began drawing in the 7th grade and immediately demonstrated the natural ability to draw details and perspective. After college, where he obtained a Bachelor of Art degree from Montana State University, he worked for years in Graphic Design. Being an artist in the true sense of the word, Charles also embraced his musical side, becoming a professional musician. Through the years, Charles has always enjoyed the opportunity to express himself openly and creatively through music and art.

Supporting the arts and the art community is always one Charles' top priorities. He has been a member of the Great Falls Advertising Federation (Ad Club) for over 15 years. Ad Club organizes the annual C.M. Russell Art Auction. Charles' affiliation with the club has given him opportunities to meet and learn from many artists throughout the years.